

times more than a child or youth. We will all be old one day, so we should care about inclusive tourism right now.

References

1. What is inclusive tourism? [Electronic resource]. – Access mode: <https://34travel.me/post/inclusive-tourism>
2. Brochure about inclusive tourism by Borisenko-Klepach N. M. – 2014 made in Republic of Belarus
3. Video about inclusive tourism. [Electronic resource]. – Access mode: <https://youtu.be/zG8CR0jZ4Hg>
4. Office for the Rights of Persons with Disabilities. [Electronic resource]. – Access mode: <http://www.disright.org/>
5. Tourism without barriers. [Electronic resource]. – Access mode: <https://nakipelo.ua/turizm-bez-barerov-i-granits/>
6. UN Convention of Human Rights. [Electronic resource]. – Access mode: https://www.un.org/ru/documents/decl_conv/conventions/disability.shtml

THE HOTEL BUSINESS AS AN ELEMENT OF THE HOSPITALITY INDUSTRY IN UKRAINE

YELYZAVETA TYMOSHENKO, student

SVITLANA BUCHKOVSKA, Senior Teacher, Language Adviser

O. M. Beketov National University of Urban Economy in Kharkiv

The field of hospitality industry in Ukraine is dynamically developing and becoming an important segment of the country's economy. Actually, it is based on the satisfaction of material, social and spiritual needs of an individual and provides a diverse of services, creating the recreational and cultural environment.

The issue has been thoroughly investigated by a number of researches. In the opinion of S. I. Bailyk, E. A. Balashova, L. G. Lukyanova, T. L. Tymokhina, A. D. Chudnovskiy, the development of the hotel business promotes an effective cultural exchange, stimulates the awareness of social environment and supports people's cognitive activity. The hotel industry, as a constitute part of hospitality and as an element of physical infrastructure, satisfies individual and social needs of customers, providing recreation activities and comfort of life.

Being aware of the importance of the hotel industry development in Ukraine, it is considered to be of great value to analyse the peculiarities of modern hotel business, to define the functions and mechanisms of providing hospitality services to meet customers' changing needs in lodging and recreation. That is the object of the investigation presented.

The major demand that any lodging establishment has to meet is to satisfy tangible and intangible customers' needs providing meaningful recreation. Therefore, all hotel services should be efficient and safe for people's health, their possessions as well as for natural environment.

Among the most significant current trends distinguished in the hotel industry in Ukraine are as follows:

- increasing specialization of the hotel services offered
- the development of international hotel chains
- the appearance and development of small hotel businesses
- the implementation and successful use of new computer technologies.

To investigate the situation in the hotel industry in Ukraine, another peculiarity should be taken into consideration as well. A hotel is a commercial enterprise which offers its product in the form of services specified by the following criteria:

- the service is provided on spot through the direct contact between customers and service providers
- the efficiency of service depends on a customer's satisfaction
- the demand for the hotel services in most cases is highly seasonal.

The successful development of any hotel establishment are determined by a number of economic factors, such as a location, ecological safety, historical and cultural heritage, availability of monuments of culture, their accessibility and efficiency of operation.

One of the most important problems of hotel industry development in Ukraine is to conduct thorough analysis of the demand for accommodation. From the economical point of view, it should be necessary to take into account the number of hotel establishments on a particular area and their room occupancy, people's income, the diversity of business activities, and the development of the entertainment infrastructure.

A significant factor restricting the hotel industry development in Ukraine is low purchasing ability of Ukrainian people and, therefore, lack of money invested into the development of hospitality industry infrastructure.

To sum up, it should be noted that the hotel business is the dynamic and promising part of the hospitality industry and its further successful development in Ukraine will considerably depend on a number of crucial factors. Services customization, efficiency of staff, their specialization and creativity, new technologies and organisational forms, environmental sustainability should become the prerequisites of the hotel business development. The approaches mentioned above will provide the successful operation of the hotel industry in Ukraine, new working places for those who would like to be involved in the industry, and positive influence on national economy as a whole.

References

1. Варипаєв О. М. Готельний та ресторанний бізнес як складова індустрії гостинності / О. М. Варипаєв, Л. М. Варипаєва // Економічна стратегія і перспективи розвитку сфери торгівлі та послуг. – 2009. – Вип. 2. – С. 614–621.
2. Байлик, С. И. Гостиничное хозяйство. Организация, управление, обслуживание [Текст] / С. И. Байлик. – Киев : Дакор, 2008. – 288 с.